

MINUTES

REGULAR MEETING OF
CITY OF ALAMEDA ECONOMIC DEVELOPMENT COMMISSION
THURSDAY, MARCH 18, 2010
7:00 PM

1. CALL TO ORDER AND ROLL CALL

Chair Bonta called the meeting to order at 7:10 p.m.

Present: Chair Bonta. Commission Members: Dahlberg, McKean, Reeves, Ryan, and Viehweg

Absent: Commission Members: Breuer, Harrison, and Lindsey

Staff: Eric Fonstein, and Rosemary Valeska

2. MINUTES

2.a. Minutes of the Regular Meeting of February 18, 2010

Motion (Viehweg), seconded, and unanimous to approve the minutes of the Regular Meeting of February 18, 2010 as submitted.

3. CONSENT CALENDAR

(None)

4. ORAL COMMUNICATIONS – PUBLIC

(None)

5. UNFINISHED BUSINESS

(None)

6. NEW BUSINESS

6.a. Alameda Point presentation

Deputy City Manager Jennifer Ott (DCM) gave the presentation, which included the following information:

- On February 4, 2010, the City issued a notice of default to SunCal, as their optional entitlement application was not Measure A compliant as required by the Exclusive Negotiation Agreement (ENA), and a Density Bonus application had not been submitted with the application.
- At the March 16 ARRA meeting, SunCal withdrew its request for a 60-day tolling period. SunCal was given 30 business days to cure their application. SunCal stated at that meeting that they would be submitting a letter stating that they do not think they are in default.

- The City expects to receive SunCal's revised entitlement application on Monday, March 22.
- The ENA term will expire in July 2010.
- In response to a comment by Commission Member Reeves, the DCM stated that it was not yet clear what SunCal would do to achieve a Measure A-compliant plan. It is possible that they would submit a Density Bonus Application.
- In response to a question by the Chair, the DCM stated that at the March 16 ARRA meeting, oral testimony was given to the effect that SunCal had reached an agreement with the labor unions.

This item was provided for information, only; no EDC action was requested.

6.b. Presentation of the Alameda Civic Center Vision

Copies of the PowerPoint presentation had been provided in the agenda packets and were available at the meeting. The DCM gave the presentation. She stated that Part One is the land use vision, which was presented to the City Council on March 3. Part Two will be the implementation plan strategies, which will be presented to the City Council in April or May. The Civic Center Vision will complete the objectives of the 2000 Downtown Vision Plan.

The Chair asked about the public review process. The DCM responded that this process started tonight with this EDC meeting, and it will continue when the implementation plan strategies are presented to the City Council in April or May.

Commission Member Reeves asked what would be the first area. The DCM responded that the City was exploring that. She added that the Bill Chun station is vacant and CVS has expressed interest in relocating.

Commission Member Reeves asked about private vs. public funding. The DCM responded that private funds would need to be leveraged with public funds. This would be a public-private partnership.

Commission Member McKean asked about the overall project costs. The DCM responded that there were no cost estimates yet.

Commission Member Viehweg asked about the time frame. The DCM responded that this would be addressed in the implementation strategies. Some items could be done within two to five years and some items could take ten years.

Commission Member Viehweg asked how Alameda ranks with developers. The DCM responded that Park Street is attractive to developers and the theater has played a large part in this. Alameda has done comparatively well in this economic downturn. We have good

demographics. Smaller scale projects are easier to finance and more attractive right now to many developers.

Commission Member Reeves asked what the City was going to do about bureaucracy and how we are going to get this expedited. The DCM responded that the City has learned a lot from the theater project. The completed theater project has earned a lot of community trust and we can build on that. For the Civic Center Vision, the City is showing building articulation as well as massing so people don't get the wrong idea.

In response to a question from Commission Member Dahlberg regarding project costs, the DCM responded that the City does not yet have cost estimates but they were not in the billion dollar range. She noted that the improvements to the Carnegie building could run between \$1-4 million depending upon the type of use.

Commission Member McKean asked about the number of spaces in Lot C and if it could accommodate uses other than parking. The DCM responded that there were between 40 – 60 spaces. She noted that the civic center garage has 340 spaces and that the additional parking planned at the CVS site would accommodate demand generated by the additional five screens from the proposed theater expansion.

This item was provided for information, only; no EDC action was requested.

6.c. Discussion of "Google Fiber for Communities" Request for Information, a Google Initiative to test ultra-high speed broadband networks in one or more trial locations

Copies of the PowerPoint presentation had been provided in the agenda packets and were available at the meeting. The DCM gave the presentation. She stated that Google does not want to wait for the Federal government; they have decided to do this themselves. The City of Alameda will submit an application. There will be a chalk drawing rally this coming Sunday at Alameda Point to show support for Google. Google does not need financial or technical assistance from the selected city or cities, only regulatory assistance.

Commission Member Reeves asked what could cause Alamedans to complain about this if we were selected. The DCM responded there would be a lot of work in the public rights-of-way in a relatively short period of time.

Commission Member McKean asked how many people were in wirealameda.org. The DCM responded that it is probably a relatively small group that is getting a lot of people involved.

Commission Member McKean asked who would own the lines. The DCM responded that Google would only provide the infrastructure. They do not

want to get into the business of providing service; they would lease to providers. Google's goal is to get more people onto the Internet.

Commission Member McKean asked how grassroots wirealameda.org was. The Chair responded that he had attended one of their community meetings and a good cross-section of Alameda was represented. The DCM noted that Alameda's arts community has shown an interest in the chalk rally.

The Chair asked what are Alameda's advantages. The DCM responded:

- We have our own municipal utility that we can work with – we have done this before.
- We have the infrastructure in place.
- We have a good climate
- We have a flat topography.
- We are located near Mountain View, which is Google's headquarters city.
- We are a diverse community.

The DCM added that we are as competitive as any other community; however, it is a long shot due to the large amount of competition. Google will develop a short list soon after the initial application deadline.

This item was provided for information, only; no EDC action was requested.

7. REPORTS

(None)

8. WRITTEN COMMUNICATIONS

8.a. Upcoming EDC Agenda Items

9. ORAL COMMUNICATIONS – COMMISSION MEMBERS AND STAFF

- Mr. Fonstein distributed copies of a recent *Wall Street Journal* article regarding the Alameda Theatre.
- Mr. Fonstein stated that the State will now charge cities a \$10.00 fee for each LAMBRA voucher application. The City would pass that cost on to the businesses that apply. There is currently a business at Alameda Point that might be interested in applying.
- Mr. Fonstein stated that the "e-permit portal" on the City's website has just been announced. The complete roll-out will occur over the next six to 12 months. The DCM stated that a press release is forthcoming.

10. ADJOURNMENT

The meeting was unanimously adjourned at 8:39 p.m.

Respectfully submitted,

Rosemary Valeska
EDC Recording Secretary

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